AWS re:Invent

NOV. 29 – DEC. 3, 2021 | LAS VEGAS, NV

ENT206

Marc O'Polo's journey to direct-to-consumer operations and SAP S/4HANA

Steffen Sandner
Director, Digital Intelligence
Marc O'Polo

Pavol Masarovic
SAP Solutions Architect
Amazon Web Services

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Today’s speakers



Pavol Masarovic

Sr. SAP Specialist
Solutions Architect

Amazon Web Services



Steffen Sandner

Director
Digital Intelligence

Marc O’Polo International

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Retail industry trends

Trends

Consumer in charge
Increased expectations, more choices, hyper-connected shopping experience

Changing marketplace and economy
New brands and channels emerging

Increasing complexity of consumer journey
More consumer touchpoints with increasing dependencies at each step

Technical complexity
New security, availability, and scalability requirements strain legacy infrastructure and applications

Implication



Use data to **understand customers** and take action at speed



Innovate and **adapt** more rapidly



Unify **offline** and **online** experiences and remove friction



Streamline operations; **simplify**, **secure**, and increase **availability**

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Born from retail, built for retailers

Amazon Web Services combines the **agility of a startup** with the **experience of an enterprise retail leader** to help you power innovation and sustain growth



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AWS Innovates for Retail

Voice Commerce



ID by License Plate

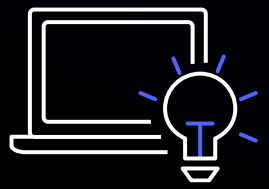


Just Walk Out

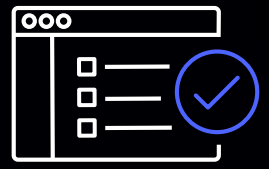


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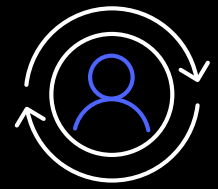
Accelerating retail innovation



Improve your insights



Optimize your operations



Transform your customer experiences

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Improve your insights



Get a 360-degree customer view



Gain complete product visibility



Identify risks earlier



Address diversity, sourcing, and sustainability metrics



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Optimize your operations

Product availability and speed

IT transformation

Employee enablement

AI/ML-enhanced workflow

Automation and robotics



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Transform your customer experiences

New digital experiences

Physical and online store convergence

Need to deliver highly personalized, complete journeys

Bringing intelligence to physical retail



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SAP on AWS for retail

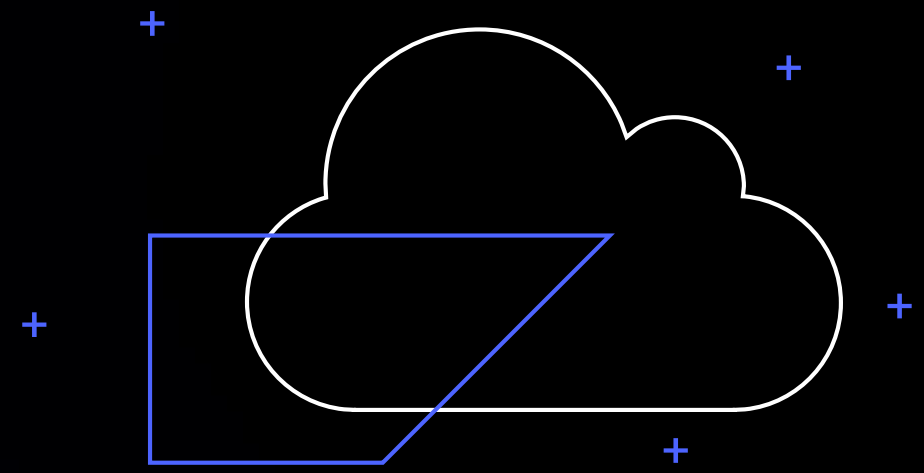
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“How do I **innovate faster** without introducing risk to **mission-critical operations**?”

“We need to **get to S/4HANA to** prepare for **2027 ECC end of support.**”

“We want to **combine our SAP data with other enterprise data sources** to drive new value.”

“We need to **reduce infrastructure and management costs** for my SAP systems.”

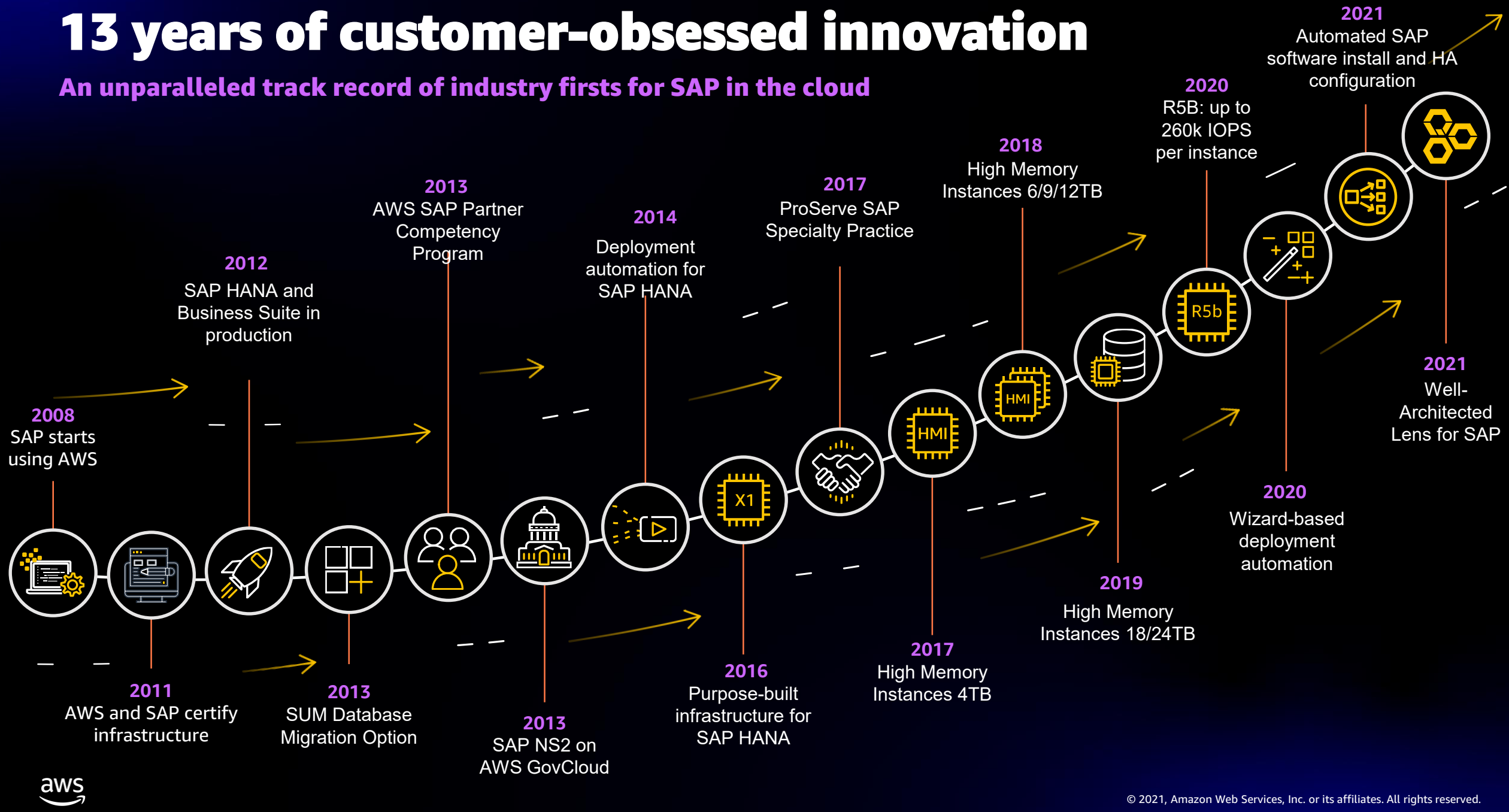


Challenges we’re hearing from SAP customers

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13 years of customer-obsessed innovation

An unparalleled track record of industry firsts for SAP in the cloud



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Using Cloud for agile SAP development

“ Using AWS … we can be more nimble, which opens up many more possibilities for our business. ”

Sahal Laher
Executive Vice President and CIO
Brooks Brothers

Minutes To create SAP instances vs. weeks

Global Application reach instantly and consistently

Brooks Brothers

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Deeper insights with an SAP AWS data lake

"We have increased the value of our SAP systems by integrating SAP with AWS technologies because we can steer the business in near real time."

Yuriy Volosenko
Director for Enterprise Applications and Architectures
Zalando

zalando

30% Reduction in cost of insights

30% Reduction in maintenance time

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More agile with SAP Hybris

"Our achievements since the start of our journey with AWS have been significant for our business and set great foundations for future transformation."

Heather Jenkins
Head of IT engineering
Travis Perkins plc

2 hrs	Infrastructure provisioning vs. 3 days
500%	Increase in available test environments
60%	Reduction in number of servers

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Marc O'Polo's journey to S/4HANA on AWS

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IT'S ON US

MARC O'POLO TODAY.

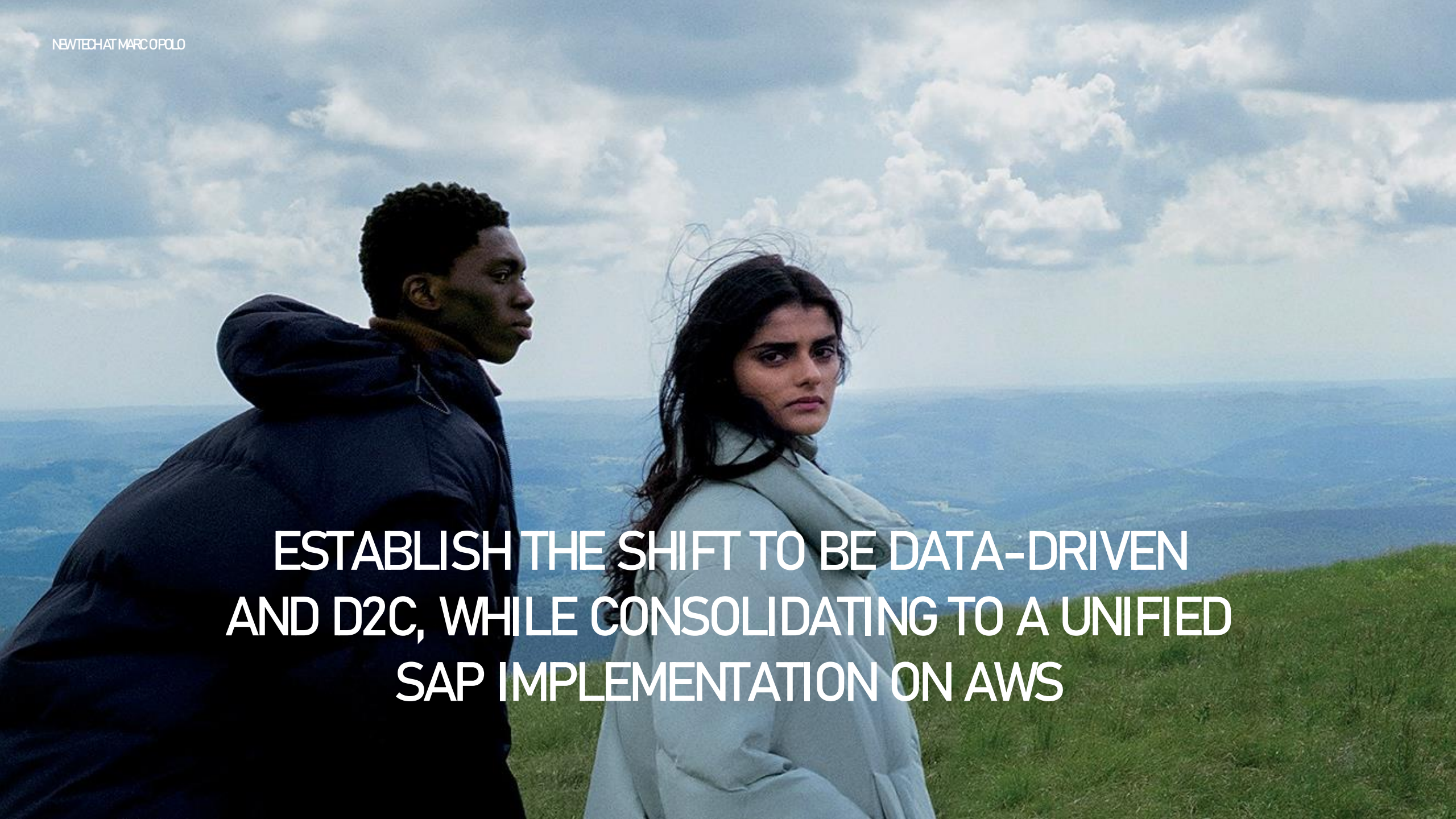
- EUR 440 MILLION TURNOVER
- 60+ MARKETS
- 2,000+ POS
- 290+ MONOLABEL STORES
- 40+ NATIONAL ONLINE SHOPS
- 1,800 EMPLOYEES
- GROWING FAST

FROM HERITAGE TO FUTURE.

Unique from the start. Marc O'Polo was founded in 1967 in Stockholm with a passion for natural materials in a time when synthetics were all the rage. It was the founders' vision to design timeless fashion with natural and durable quality. This vision guides and inspires us until today.

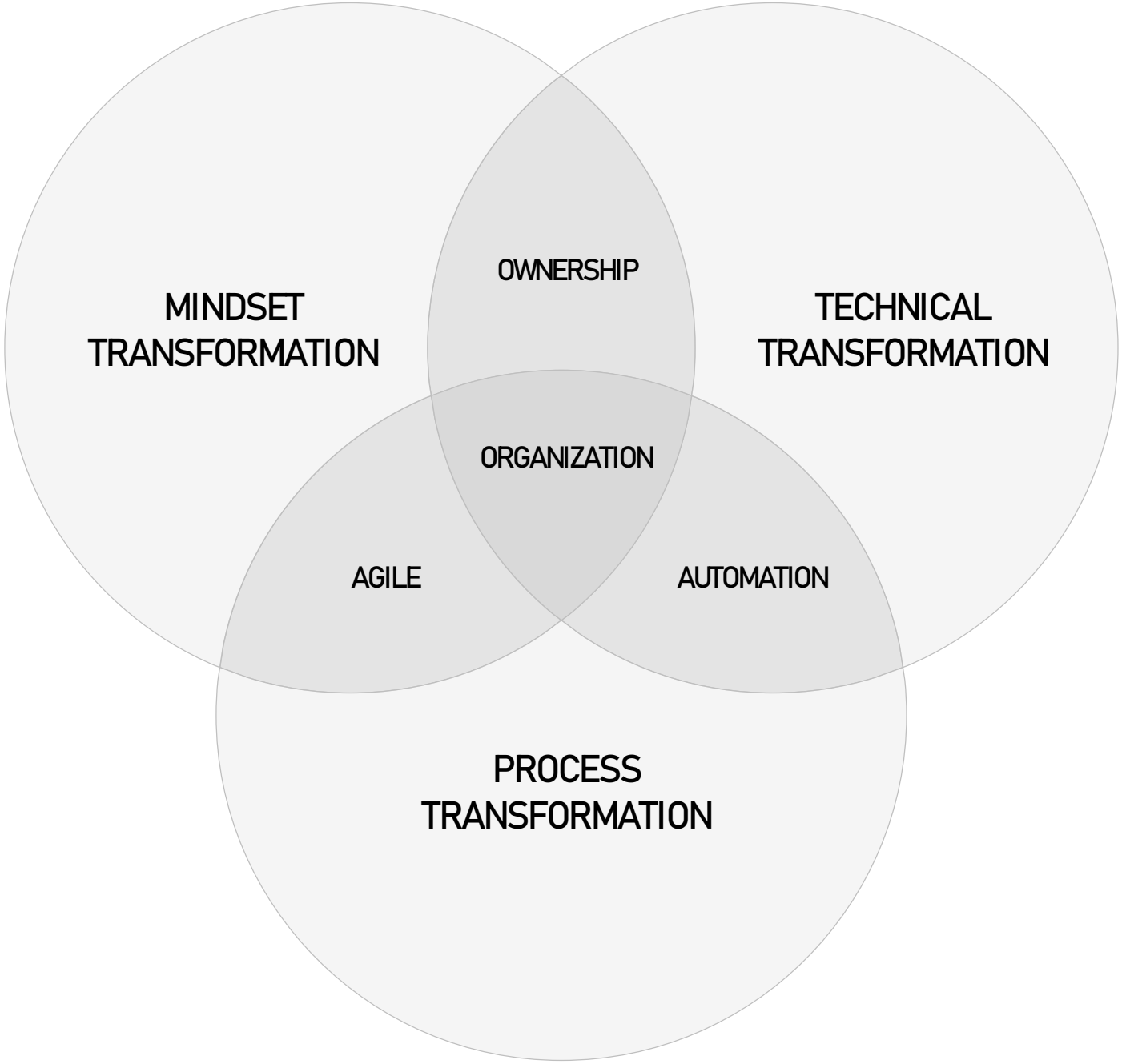
Marc O'Polo
EST. IN STOCKHOLM





ESTABLISH THE SHIFT TO BE DATA-DRIVEN AND D2C, WHILE CONSOLIDATING TO A UNIFIED SAP IMPLEMENTATION ON AWS

3 TRANSFORMATIONS THAT NEED TO INTERACT, SO ORGANIZATIONAL HOLISTIC CHANGE IS CREATED.



THE STARTING POINT

Opportunities

- Be hyper-personalized
- Grow to 1 billion
- New markets, channels, and processes
- Be consumer-centric
- Decision intelligence on clear data

Challenges

- Coming from 3 channel-based ERP systems
- Wild API landscape in place
- More than 170 connectors between systems
- Core systems are slow and on-premises
- Book of standards not possible



OUR AWS JOURNEY FOR OUR SAP WORKLOADS

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- Solid cloud-native understanding
- Productive cloud-native workloads
- Legacy almost completely on-premises
- No virtualization know-how on AWS

+

lemongrass

- Track record – SAP workloads on AWS
- Understanding of our problem and able to transfer know-how part by part
- And then there is the HUMAN FIT

THE FINAL ARCHITECTURE OF SAP ON AWS

KEEPING IT SIMPLE

A SIMPLE AND BASIC SAP ARCHITECTURE TO GET THE CORE FUNCTIONALITIES NEEDED FOR A FASHION BRAND

CAR 5.0

- PRODUCTION (100 PROD)
- QS (100 INTEGRATION TEST)
- DEV (090 DEVELOPMENT, 100 FUNCTIONAL TEST, 300 SANDBOX)

S/4HANA

- PRODUCTION (100 PROD)
- QS (090 GOLDEN CLIENT, 100 INTEGRATION TEST, 400 MIGRATION)
- DEV (090 DEVELOPMENT, 100 FUNCTIONAL TEST, 300 SANDBOX, 400 MIGRATION)

BASELINE

- BW/4HANA
- SAC AGENT
- SOLUTION MANAGER
- PROCESS ORCHESTRATION
- ADS
- DS
- WEB DISPATCHER

AND THEN THERE IS THE GLOBAL ARCHITECTURE

- CASHDESK
- ORDER MGMT
- LOGISTICS
- APP
- WEBSHOP
- REPORTING



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FINALLY THE HONEST GLOBAL ARCHITECTURE

- CASHDESK
- ORDER MGMT
- LOGISTICS
- APP
- WEBSHOP
- REPORTING

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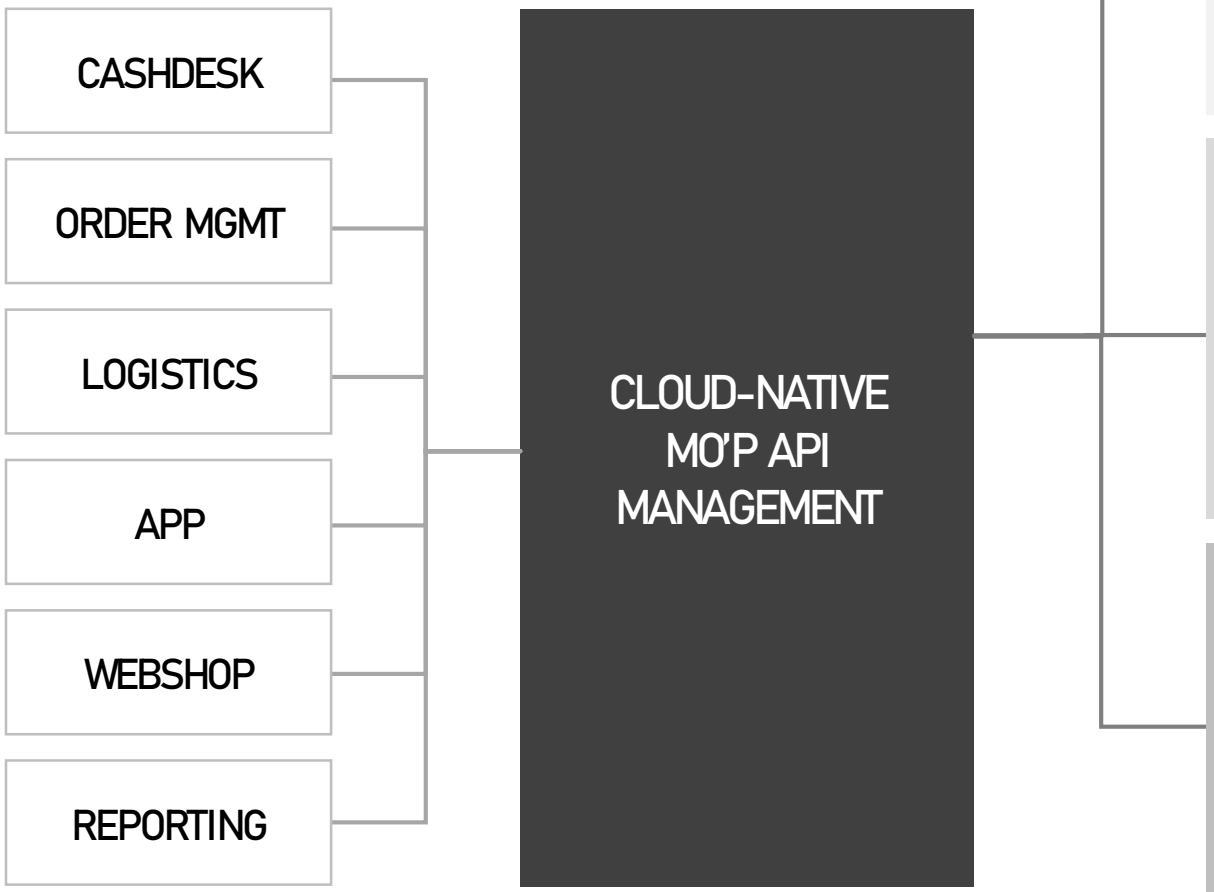
S/4HANA

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BASELINE

- BW/4HANA
- SAC AGENT
- SOLUTION MANAGER
- PROCESS ORCHESTRATION
- ADS
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- WEB DISPATCHER

OUR APPROACH TO GLOBAL ARCHITECTURE



CAR 5.0

- PRODUCTION (100 PROD)
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- DEV (090 DEVELOPMENT, 100 FUNCTIONAL TEST, 300 SANDBOX)

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BASELINE

- BW/4HANA
- SAC AGENT
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MO'P API MANAGEMENT IN DETAIL

INTELLIGENT API MANAGEMENT SYSTEM

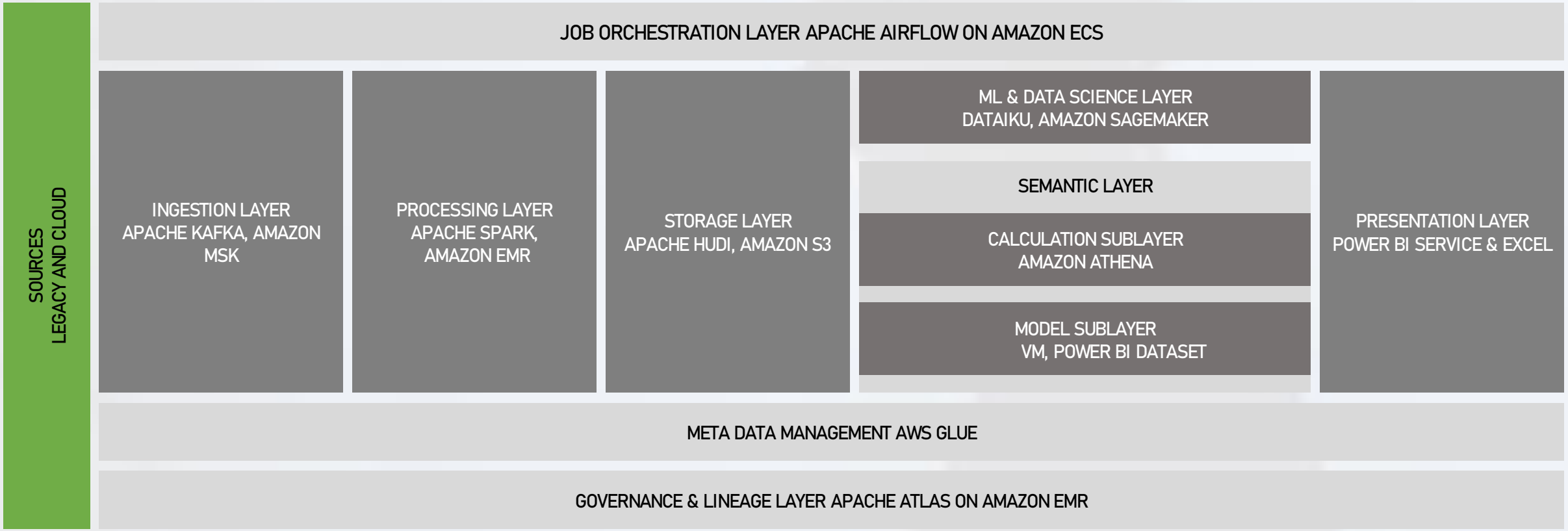
Cloud-native API management scales with our needs.
We pay for the computing power instead of transactional fees.

FRONT END ECOMMERCE D2C	FRONT END ECOMMERCE B2B	FRONT END MOBILE APP D2C	FRONT END INSTORE ORDERING	FRONT END PRE-ORDER APP	INTELLIGENCE AKA AVA
GRAPH QL API LAYER CONSUMABLE HEADLESS					
AUTH CRM CUSTOMER	STOCK AVAILABILITY ZONE	PRICING & PROMO ENGINE, MARKDOWNS	LOYALTY CALC SCHEMA REALTIME	SERVICE FEEDBACK AND SURVEY	
MARKETING COMS AND TARGETING	ORDER COM NOTIFICATIONS TRANS MAILING	PAYMENT RISK MANAGEMENT, METHODS	SHIPPING LOGISTICS & RETURNS	LOCALIZATION COUNTRY SETTINGS STORE NETWORK	
EVENT LAYER EVENT BRIDGE – TRIGGER LAYER					
SAP ECOSYSTEM CORE ERP	CRM ALL CHANNELS	TRACKING AND PERSONALIZATION BEHAVIOR	PIM PRODUCT INFORMATION	CMS CONTENT AND CAMPAIGN	

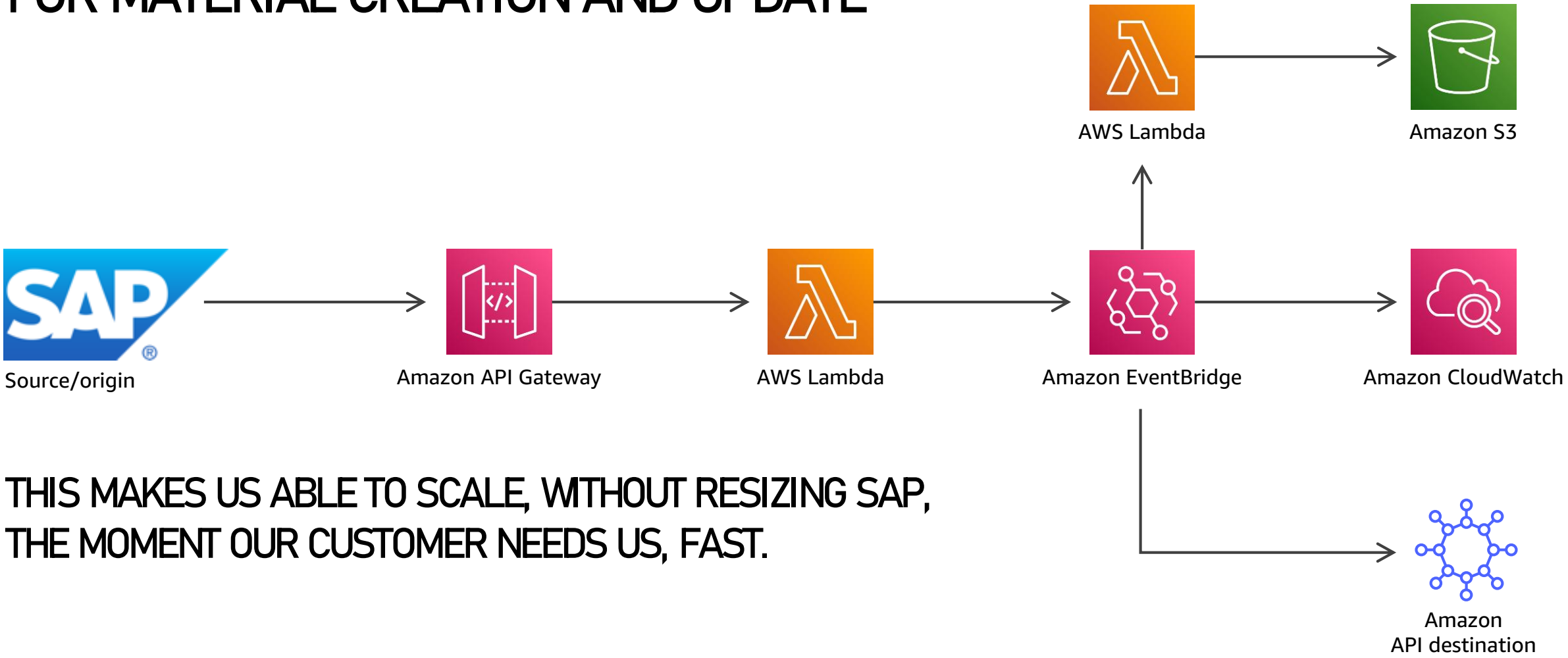
API MANAGEMENT IN DETAIL

AVA AKA DELTA LAKE DATA INFRASTRUCTURE

Streaming, real-time, low-baseline costs.
Ready for machine learning and AI processes. SAP is just another source.



MATERIAL DISTRIBUTION EXAMPLE FOR MATERIAL CREATION AND UPDATE



THIS MAKES US ABLE TO SCALE, WITHOUT RESIZING SAP, THE MOMENT OUR CUSTOMER NEEDS US, FAST.

LESSONS LEARNED

- IT *IS* POSSIBLE TO GO CLOUD NATIVE FOR SAP! DO IT WHEREVER POSSIBLE
- UNDERSTAND WHAT YOU CAN BUILD WITH CLOUD AND WHERE YOU NEED HELP
- PICK THE RIGHT PARTNERS WHO ARE CAPABLE OF DELIVERING

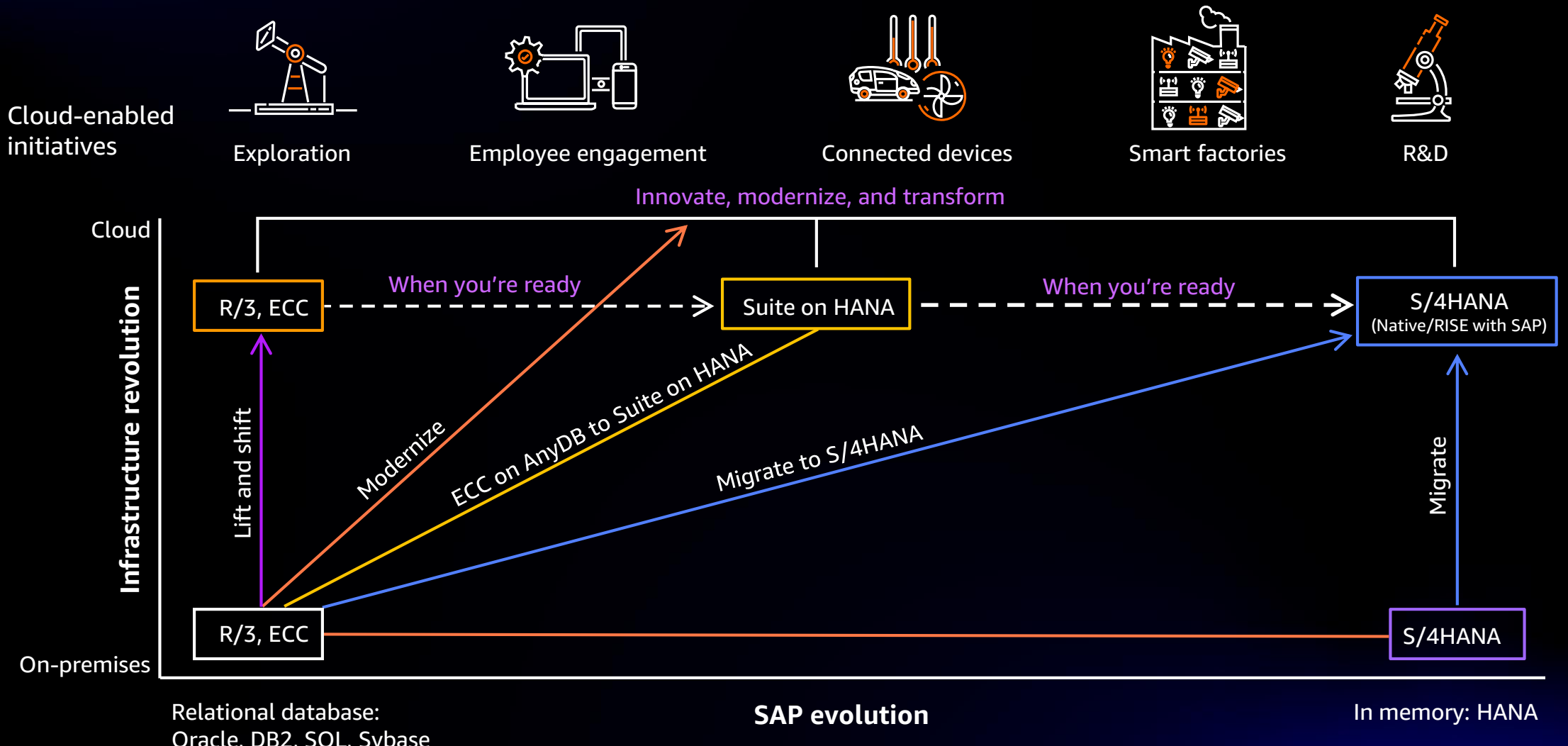
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Navigating your own SAP transformation

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The platform of choice and innovation for SAP customers



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Choosing your migration path

Lift-and-shift ECC	Suite on HANA	S/4HANA migration	Innovate, modernize, and transform with AWS services
rbi restaurant brands international	Newmont™	Marc O'Polo EST. IN STOCKHOLM	VW
83% capex reduction, 18% opex reduction, 28% performance increase	Moved to HANA, reduced costs by $530K while navigating GoldCorp acquisition	Shifting to an ecommerce/direct-to-consumer-centric business model by implementing S/4HANA on AWS	Integrated S/4HANA with VW Digital Production Platform and improved manufacturing productivity by 30%

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SAP Migration Assessment Test (SMART)

LEARN YOUR SAP MIGRATION READINESS IN 15 MINUTES OR LESS

Personalized recommendations based on ISG's customer research

Identifies an ideal migration approach

Provides industry benchmark data, best practices, and reference case studies

Get your customized report at smart.brandstory.in



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SAP on AWS specialty certification exam

VALIDATE YOUR SKILLS IN ARCHITECTING, MIGRATING, AND MANAGING SAP WORKLOADS ON AWS

aws training and certification



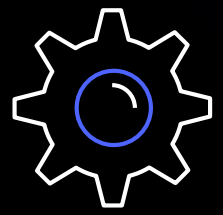
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AWS Well-Architected Lens for SAP

AWS Well-Architected

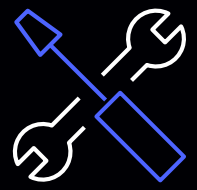
Customer-proven design principles and best practices for ensuring SAP workloads on AWS are well-architected across:



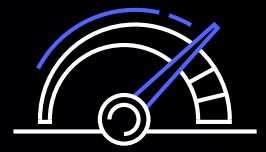
Operational excellence



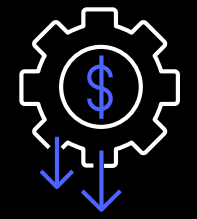
Security



Reliability



Performance efficiency



Cost optimization

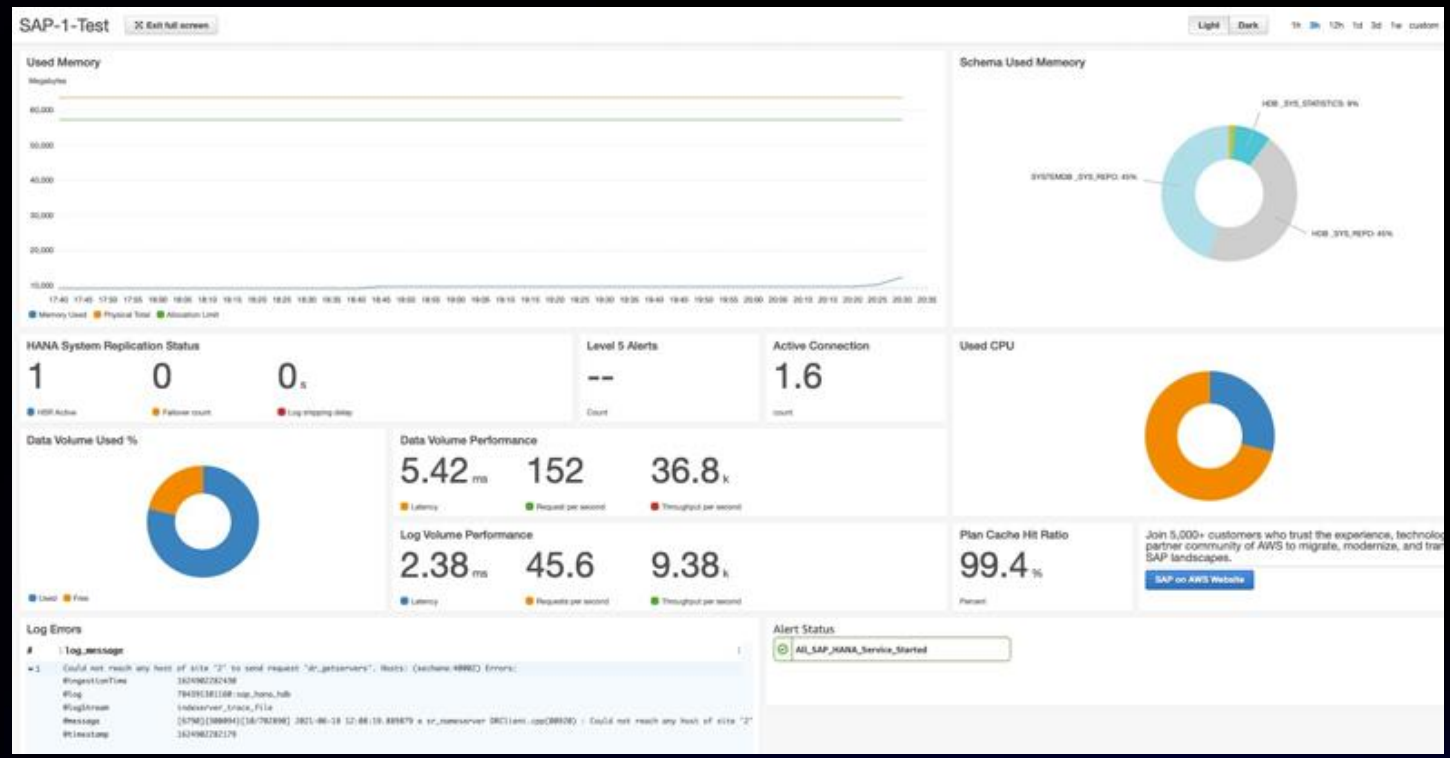
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CloudWatch Application Insights for SAP HANA

EASILY SET UP MONITORING, GAIN VISIBILITY, AND RESOLVE PROBLEMS IMPACTING YOUR SAP HANA–BASED WORKLOADS

- Automatically set up monitors and dashboards for application resources
- Detect and troubleshoot problems quickly with automatic notification
- Determine root causes quickly with AI-driven insights
- Supports single-node, multi-node, and high-availability landscapes



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Proven partners to support your SAP journey

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AWS SAP COMPETENCY PARTNERS

Streamline migration and innovation with AWS Partners that have proven SAP on AWS customer success

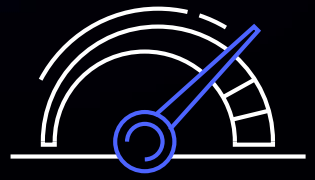


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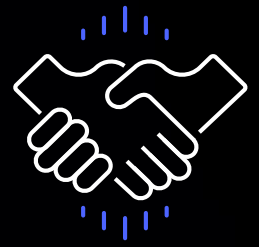
Learn more and start your SAP on AWS journey



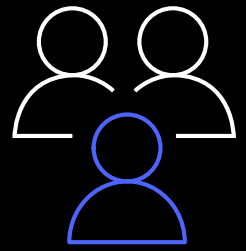
Complementary discovery workshops



Explore the AWS Migration Acceleration Program (MAP)



Work with AWS Professional Services SAP/ERP Specialty Practice



Work with an AWS SAP Competency Partner

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SAP on AWS at re:Invent 2021

Build your SAP on AWS proficiency

- Outcome-oriented analytics for SAP on AWS
- Migrate an SAP ERP system to AWS with minimal downtime
- Meeting your cost and availability requirements for SAP on AWS

Hear from customers

- Inside Johnson & Johnson’s cloud transformation
- Transforming agriculture at John Deere with SAP on AWS

Hear from SAP

- Uncover value using the SAP Business Technology Platform (sponsored by SAP)

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Thank you!

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